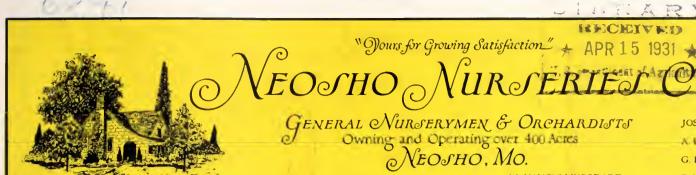
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Do not assume content reflects current scientific knowledge, policies, or practices.





M. VAUGHN WOODARD

Since ½ to % of the tops are cut off after planting, the diameter is

the best standard of grading for the retail buyer also. Note: We grade one-year apple by diameter and specify the minimum height. Out

of 100 Jonathan apple trees 1/4 to 3/8 in. diameter, 44 measured 3 to 31/2

OFFICERS JOSIAH J. HAZEN PRESIDENT A. E. WESTON
VICE-PRESIDENT G. B. WILLIAMS TREASURER P. M. RANSOM SECRETARY

What Makes Quality In Nursery Stock

NOWLEDGE and experience are necessary to recognize quality in nursery products. The first requisite is condition, i. e., is the product unimpaired in vitality. The preservation of this essential quality calls for expert care on the part of the nurseryman until the product is packed for shipment or delivered to the customer. requisite is sufficient roots and tops for the age and variety.

Of about 2,000 nurserymen in this country, some 600 are members of the American Association of Nurserymen, who adopted several years ago certain standards of grading. For instance, fruit trees (except 1 year apple and 1 year pear) must be graded by diameter two inches above the collar or bud and the age and minimum height should also be stated.

ft. and 32 were 3½ to 4 ft. (See page 30 in our catalog.) Shrubs are graded by height and also by number of canes according to various classes as follows:

Class No. 1

Beautyberry, Coralberry, Dogwood Red-Twigged, Deutzia Pride of Rochester, Le-moines Mock Orange, White Kerria (Jet-bead), Snowberry, Spireas (tall growing), Stephanandra.

3-4 ft. Not less than 5 canes, 3 ft. and up. 2-3 ft. Not less than 4 canes, 2 ft. and up. 18-24 in. Not less than 3 canes, 18 in. and up.

Class No. 2

Sweet Shrub, Hydrangea, Japan Quince, Pearl Bush, Golden Bell, Althea, Winterberry, Globe Flower (Kerria Japonica), Honeysuckle, Mock Orange, Prunus triloba, Fragrant Sumac, Golden Elder, False Spirea, Persian Lilac, Arrowwood, Weigela. 3-4 ft. Not less than 4 canes, 3 ft. and up. 2-3 ft. Not less than 3 canes, 2 ft. and up. 18-24 in. Not less than 2 canes, 18 in. and up.

Class No. 3

White Fringe, Euonymus Alatus, Halesia Tetraptera, Common Lilac, Tamarisk, High Bush Cranberry, Snowball, Summer Sweet. 3-4 ft. Not less than 3 canes, 3 ft. and up. 2-3 ft. Not less than 2 canes, 2 ft. and up. 18-24 in. Not less than 2 canes, 18 in. and up.

Class No. 4

Sumacs (Smooth, Cutleaf and Staghorn). 4-5 ft. One or more canes, 4 ft. tall, 5% in. diameter.

3-4 ft. One or more canes 3 ft. tall, 1/2 in. diameter.

2-3 ft. One or more canes 2 ft. tall, % in. diameter.

18-24 in. One or more canes 18 in. tall, is in. diameter.

Class No. 5

Japanese Barberry, Deutzia (Gracilis, Rosea and Lemoines), Hypericum, Cinquefoil, Spirea Anthony Waterer and Callosa Alba.

2½-3 ft. Not less than 7 canes, 2½ ft. and up.

2-2½ ft. Not less than 6 canes, 2 ft. and up. 18-24 in. Not less than 5 canes, 18 in. and up. 15-18 in. Not less than 4 canes, 15 in. and up. 12-15 in. Not less than 3 canes, 12 in. and up.

Class No. 6

(Tree Form)

Cornus Florida, Hydrangea, P. G., Hybrid Lilaes, Prunus pissardi and triloba.

4-5 ft. 3 in. diameter, 5 or more branches. 3-4 ft. 1s in. diameter, 4 or more branches. 2-3 ft. s in. diameter, 3 or more branches.

ROSES Hybrid Teas—3 or more strong canes, 2 of which must be 18 inches and up. Light growing sorts, 3 or more strong canes 15 inch and up.

The Association members follow these standards to some degree, at least in dealing with other nurserymen, but are under no obligation to specify these measurements in selling at retail. Each is guided by his appreciation of the desirability of giving the retail buyer good value for the price.

Every summer the Missouri State Plant Board sends inspectors to examine our stock in the field. They are quite competent, but have to inspect about 175 acres in a day or two. All Inspection Certificates of this and other states read, "Apparently free of injurious insect pests and plant diseases." It is the able vigilance of the nurseryman that enables him to send out clean stock.

PLANTS are offered by heights, both wholesale and retail, but there is a difference in value between 18-24 inch Privet with 3 canes and up, and with 2 canes and up.

A few states inspect stock after arrival at destination and condemn and destroy any unclean stock.

In every community there is a "Mrs. Cook" whose cake is the best and no one is able to explain just how she makes it.

There is no secret about how our customers are enabled to enjoy growing satisfaction. It is simply the result of first class facilities and equipment, experience and knowledge, plus a keen desire to render a superior service. It means that every one of our organization is anxious to live up to our motto, "Yours for Growing Satisfaction."





You Can Have Beautiful Shrubs Like This Or a Beautiful Garden Like This



UR Landscape Service is available to you even though your home is in a distant state. Send us a sketch and full information as specified below. We will then prepare a detailed plan, incorporating original ideas which will enable you to secure practical artistic effects which will increase the attractiveness, enjoyment and value of your property. With the information required send us your check for \$5.00 which will be applied on the purchase price of the trees, plants, etc., when your order is received.

The plan we submit for your approval will show the exact location of each tree, shrub, etc., and will furnish an accurate guide for planting. At the same time we will give you an estimate of the cost of the plant materials required.

We Need This Information to Prepare Sketch for Your Grounds

Please Answer All Questions Fully Is the house one, two or three stories?

Give all dimensions of building and lot.

Show location of buildings on lot.

Give points of compass.

Show location of all trees and shrubbery on place.

Show location of all walks, drives, etc. Give all grades, show terraces, etc.

Show any objectionable views to screened.

Attach kodak views, taken from north, south, east and west sides of lot, if possible. Show where windows in first floor are

Color of house-brick, frame or stone. Height of foundation and windows. Do you like a lot of shrubbery? Do you want any hedges?

Where preferred?

Do you want us to locate trees, drives and walks?

Do you prefer any particular kind of trees?

Do you want a rose bed?

Do you want a formal flower garden?

Do you want any fruit trees?

Do you want evergreens?

Do you want a vegetable garden? Where preferred?

Do you want a rock garden?

What is the character of the soil?

State how much you are willing to spend, also if you wish to plant part this spring and the balance next season.

NOTE-Your sketch need not be drawn to scale, just so you give us correct dimensions.

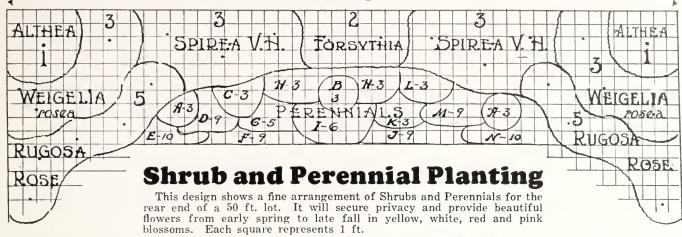


SCREENED WITH PLANTING

"BEFORE AND AFTER"

"You will find enclosed a set of photographs which might be entitled, 'Before and After

Taking Neosho Nurseries Treatment.' They include the set of six which we sent for Mr. Woodard's use last spring when he was planning our grounds and the other six are taken from the same positions and show what happened between April and the middle of September. In fact, it was late in May before we planted. Another year's growth ought to make a still greater improvement."-O. E. Krenz, First Methodist Episcopal Church, 308 Powell Ave., Cresson, Pa.



Collection A-31

26 SHRUBS [2.3 ft.] \$8.68

Delivered East of Denver

A=6 Chrysanthemum B=3 Delphinium C=3 Columbine

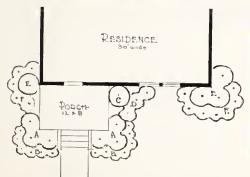
D=9 Phlox, Beacon E=10 Phlox, Richard Wallace

PERENNIALS Delivered East of Denver \$15.86

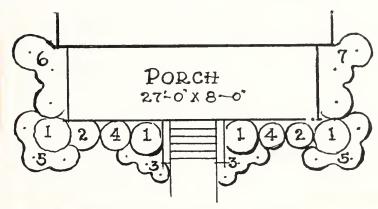
F=9 Clove Pinks

G=5 Gaillardia H=6 Golden Daisy I=6 Shasta Daisy J=9 Sweet William

K=3 Spirea Astilbe L=3 Plantain Lily M=9 Painted Daisy N=10 Phlox, Thor



NOTE THESE BIG **VALUES**



Collection B-31 \$13.98

39 SHRUBS-Delivered East of Denver

A= 6 Jetbead (White Kerria)	2 to 3 ft.
B=13 Beauty Berry	18-24 in.
C= 1 Mock Orange, Lemoines	2-2½ ft.
D= 3 Desmodium	No. 1
E= 4 Spirea Van Houttei	2-3 ft.
F=12 Japanese Barberry	18-24 in.
F=12 Japanese Barberry	18-24 in.

Collection D-31 Delivered East of Denver

21 SHRUBS \$5.88 21 SHRUBS \$8.98 [2-3 ft.]

Collection C-31 shrubs \$7.88 Delivered East of Denver

Key		Color	Season		
1=4	Spirea Van Houttei	White	Early May	2-3	ft.
2 = 2	Japanese Barberry	Red Berries	Fall	18-24	in.
3 = 6	Spirea Froebeli	Rose-Pink	All Summer	18-24	in.
4 = 2	Hydrangea P. G	White	July-Oct.	18-24	in.
5 = 6	Hydrangea A. G	White	June-Sept.	18-24	in.
6=3	Japanese Kerria	Yellow	May-June	2-3	ft.
7 = 3	Colden Rell-unright	Vellow	March	2-3	ft



SHRUB BORDER PLANTING [40 Ft. Long by 8 Ft. Wide]

This design illustrates suitable varieties and arrangement of shrubs for planting along the sides of home grounds. The varieties named are valuable for their foliage as well as for their flowers of various colors over a long season.

A=3 Japanese Barberry

D=6 Hydrangea, A.G. E=3 Spirea Van Houttei

F=3 Desmodium

B=3 Persian Lilac, purple C=3 Golden Bell, upright

"All of the plants made a good growth

this summer. Of over a hundred shrubs every one lived."—A. W. Claussen, Iowa.
"I wish to acknowledge receipt of your recent freight shipment of trees and shrubs

and also to advise that I was very much pleased with everything I ordered.

"Kindly extend my thanks also to your Mr. Woodard for the plans he submitted and which have greatly aided me in properly placing them."—C. T. Withington, Oklahome.

"Just a line to let you know the shrubs bought of you two years ago are doing fine, and to tell you we are well pleased is a rather weak way of expressing our appreciation of your splendid service, especially the work of your landscape architect, Mr. M. Vaughn Woodard, in drawing up our plans for the planting. Thanking you very kindly and assuring you of our readiness to boost your organization, we are"—Mr. and Mrs. B. F. Doke, Arkansas.



"Much larger than I expected. Certainly had plenty of roots."—Mrs. M. McAbee, South Carolina.

"Received in good shape and think they are the finest shrubs we ever received. We have used your trees and shrubs several times and always found them very good."— C. W. Parks, Oklahoma.



No. 1

6

В

H

Columbine



Gaillardia



Canterbury Bells



Coreopsis

Attractive Perennial Planting

These two designs are excellent for planting along the sunny side of the house and other buildings or along a driveway or the property line or on either side of a garden walk. Each bed is 4 ft. wide and 20 ft. long.

Key Variety

Color

Blue

B= 2 Golden Daisy... Yellow
C= 6 Shasta Daisy... White
D=12 Phlox Mixed

Summer 24 in.
Summer 24 in.
Summer 24 in.
Summer 24 in.

Key	Variety	Color	Season Height
A = 3	Delphinium	Blue	June-Oct. 48 in.
B=2	Golden Daisy	Yellow	Summer 24 in.
	Shasta Daisy	White	July-Aug. 24 in.
D=12	Phlox	Mixed	Summer 24 in.
E=12	Sweet William	Mixed	May-June 18 in.
F = 6	Clove Pinks	Mixed	Summer 10 in.
	Iris	Blue	April 24 in.
H=12	Achillea	Pink-white	June-Aug. 18 in.
I=6	Gaillardia	Pink & Yel.	Summer 24 in.
J=8	Foxglove	Mixed	Summer 24 in.
K=2	Columbine	Mixed	May-June 24 in.
	Painted Daisy	Mixed	June-Oct. 18 in.
M=12	Phlox	Mixed	Summer 24 in.
N=12	Sweet William	Mixed	May-June 18 in.
	Sedum	Pink	AugSept. 12 in.
P=10	Yellow Day Lily.	Yellow	June 30 in.
Q=12	Catchfly	Rosy-red	June-
			July 24-36 in.
R=6	Balloon Flower	Blue	June-Oct. 15 in.
All v	arieties except O-	-Q and R a	are good for cut

69 PERENNIALS-Bed No. 1

flowers.

\$9.98

69 PERENNIALS—Bed No. 2

\$11.75 POSTPAID

138 PERENNIALS—Beds 1 and 2

\$18.66

POSTPAID

NOTE: Add 5% for extra postage West of Denver, Colorado.

"I have sent three orders to the Neosho Nurseries Co. and have never had such prompt and courteous attention from any one else. I have found their stock to be the most reasonable in prices in accordance with the fine quality of stock received and am impressed with the way every piece has grown."—W. P. Harrell, Florida.

"I am glad to report that every plant ordered from you (198 Shrubs and Perennials, 7 Evergreens) has lived through the summer. It has been a continual job of giving them water daily and the fall has been so dry that even then the hot winds together with the sandy soil have hurt them severely."—Walter Rinehart, Kansas.

K-





Delphinium



Shasta Daisy





Neosho Grower's Guide 12 PAGES IN FOUR COLORS

UR New Catalog—"Neosho Grower's Guide"—is full of valuable information on the selection, arrangement, planting and care of ornamentals and fruits. It contains 52 pages (8¼" x 11"), 12 pages in 4 colors of 63 subjects.

It is a great improvement over our former catalogs about

which these two letters were written.

"I have ordered over one hundred different catalogs and had given up hope of securing the information I wanted when I received your book. It is a gem."

"One cannot escape the conviction that a firm that puts out such a conservative and helpful catalog will back up its statements with reliable goods and genuine service."

This book is too expensive to send out broadcast but it will be sent postpaid to all our this season's customers and also to those who request it.

"Yours for Growing Satisfaction"

NEOSHO NURSERIES CO. Neosho, Mo.

NEOSHO GET ACQUAINTED OFFERS

Surprising Values for Early Buyers.. Satisfaction Guaranteed!



HERE'S your opportunity to buy early at a saving and plant early for best results. These values will agreeably surprise you. And remember we guarantee satisfaction. When we mail notice of shipment we also send a return card requesting customers to report to us on the receipt of goods. If

Apples for Health

and Profit

We supply discriminating orchardists

with trees year after year, to their com-

plete satisfaction. Mr. Hommel of Ten-

nessee writes, "I have trees from one to

ien years old from you and all ages me geowing nicely." Mr. Murray, Michigan, has

bought our trees for nine years running.

DEMONSTRATION

Home Orchard Collection 12 Trees F. O. B. \$ 88

Every home should have a few grape vines. They take little space, are fruitful and ornamental on arbors, walls,

Tempting Raspberries

Plums for Fruit and Flowers

Ensily grown, hear young. Ideal for chicken yard. A in. dinmeter, 2½ ft. and up. Choice of Burbank, Endicott, Green Gage, Wild Goose and Compass cherry-plum.

St. Regis (Ranicre) Red, Everbearing, \$ 100

Winesap, Yellow Transparent.

Same size and varieties as

APPLE ORCHARD

100 Trees F. O. B. \$ 000

One-year top, two-year root, 14 in. diameter, 4-5 ft. Your choice of Ben Davis, Delicious, Jonathan, Wealthy, McIntosh, Northern Spy, Rome Benuty, Stayman,

there is any dissatisfaction we gladly make prompt adjust-

ORDER NOW These offers are subject to change without notice, as the quantity available in any item is limited. Terms cash with order. Items marked "prepaid" or "delivered" are east of Denver only.

und color. 50 First Quality Roots,

The Home Fruit Garden

Well ripeard, sound fruit is a valuable food and in some form, fresh, canned or preserved, should form part of every meal. Fruit is necessary especially for the proper growth and health of children. "Home-grown fruit is desirable-

"Because it reaches the family fresh and in the best possible con-Because the family has fruit of which it would often be deprived if

it had to be purchased. "Recuirse, if the proper varieties be selected, a continuous supply of fruit of superior quality may be secured, regardless of market prices. "Brenuse my surplus may be sold without difficulty, or may be connect, evaporated, or otherwise conserved for use when fresh fruit is not available.

"Because the care of the home finit garden provides for spare time congenial and profitable occupation which is in reality recreation for those who enjoy seeing things grov."—From Bullelin 1001, "Geowing Fruit for Home Use," U. S. Department of Agriculture.

"Thousands of persons who have the opportunity to grow fruit for home consumption either neglect to set out the trees or plants, or if they have them, fail to give them the care that brings success. Formerly one of the chenpest commodities used in the household, fruit has now taken its place in the list of high-priced foods and its production for home use means a large saving in the family living expense. Even the grower of fruit in small quantities can now dispose of any surplus at a profitable figure. Homegrown fruit should no longer by regarded as an incident in family life but as a distinct usset."-Better Fruit, January, 1930.



FRESH RIPE PEACHES **NEVER GO BEGGING**

For many years we have been supplying Peach Trees to commercial growers in many states. A 250-acre orchard of Neosho trees in Arkansus paid the owners their money back and 45 per cent besides in 7 years.

DEMONSTRATION PEACH ORCHARD

TREES F. O. B. S for to for in. diameter. 21/2 ft. and up.

Under & in diameter.

Your choice of Belle of Georgia, Carninn, Champion, Early Elberta, Elberta, Enrly Rose, J. H. Hale, Mayflower, Late Crawford.



TREES F. O. R. S 25 to ve in diameter. 25 ft. and up.

Our Selection of Varieties Adapted to Your Section



Cherry Trees The "sour" cherry thrives over a wide range of climate and soil and bears young. Their compact, shapely form, glossy foliage and beautiful blossoms make them highly ornamental for linwas.

One Early Richmond

Two Montmorency

Fine trees 9/16-inch in dinmeter and 3 feet tall. Plant







ROSES 1700 blooms on 17 bushes the first season. That is the experience of a Neosho customer. We offer top-grade, two-year old, field grown, budded Rose Bushes.



Rose Collection

Everblooming Varieties

6 POSTPAID for \$3.29

12 POSTPAID for \$5.98

yellow. Our selection of varieties.

Climbing Roses 2 YEAR-No. 1

Climbing American Beauty, Excelsa (Red Dorothy Perkins), Lady Gay, pink (better than Dorothy Perkins), Dr. Van Fleet, Pauls Searlet Climber,

Your 2 Postpaid \$1.00

Order now for shipment this spring. All offers are subject to stock being unsold on receipt of





Soochow, China, June 13, 1930. "I am enclosing herewith two pic-tures of the Climbing American Beauty Rose you sent me in the spring of last year. It seems to like its new home and is growing nicely. Needless to say the pictures do not show up its real beauty when in full bloom. Every-"The Red Radiance Rose you sent along with the Climbing American Benuty is also doing nicely and the blooms are lovely."—W. B. Johnson, Veter, Academy, 19

Yates Academy.



5 APPLE TREES \$1.00 athan, Delleious, Winesap, Stayman, Spy, Whilney Crab.

5 PEACH TREES ft. and up. \$1.00

6 PEACH TREES 3/16 in. diameter, 2 \$1.00 ft. and up.
Youe choice al Belle of Georgia, Carman.
Champlan, Early Elberia, Early Rose, J. R.
Ilale, Lale Crawford, Blayflower.

4 PLUM TREES in. diameter, 21/2 \$1.00

7 PLUM TREES 3/16 in. diameter, 2 \$1.00

1 SUPERB APRICOT, 2-3 ft., FREE with \$3.00 order., If you ask for it. 4 PEAR TREES \$1.00

2-3 ft. Your choice of Bartleti, Seckel, Kleffer. GRAPE VINES-2 year, No. 1

20 RASPRERRY St. Regis, Everbear- \$1.00

50 ASPARAGUE \$1.00 Mnry Washington, the best variety. 12 RHUBARB % in. \$1.00

12 HORSE RADISH \$1.00

12 IRIS—Germanica \$1.00 4 IRIS—Japunese Assorted colors. 4 PEONIES, 3-5 éyes 1 each, pink, red, \$1.00

2 white. Our selection of varieties. 2 VINES 2 yr. No. 1 \$1.00 Honeysuckle, Trumpet Vinc, Wisteria

25 GLADIOLI 1½ in. bulbs. Mixed \$1.00

SHRUBS
Ynnic choice of Althea red,
Deulsta, Pride of Rochester,
Golden Bell upright, Plnk Tataclao Honeysuckle, Japan Bush Honeysuckle, Sweet Mock
Ornnge, Spicca Van Houlel, Snowberry, Coralbeery, All 18-24 In., 2 yr.—Hydrangea A. G.
and P. G. 12-18 In.

2 liro-year plints [postpaid] \$1.00 PRIVETS make handsome green lences. They endore shade. Plant 8 to

12 in. aparl.

100 Calliornia Privet 12:18 in., 3 cames and up.
F. O. B. Neosho \$3.75

100 Amue Privet—12-18 In., 3 cames and up. F. O. B. Neesho \$7.75

Callfornia is the handsomes! Privet with porplish hue in lale lad or winler, but not as hardy as Amue.

SPIREA VAN HOUTTEI makes the best unpruned hidge with rich geen foliage, gracefolly acching heanches and wealth of white blossome in May. It grows about 6 lt. in height and in breadth. Endures partial shade. Very hardy.

50 12 to 18 ln. F. O. B. Nicoho \$4.00





led-heafed Capanese Burb Red Leaved Barberry



SHADE TREES By Express-Charges Collect

Japanese Bacherry Hedge

Your choice of Green Ash, While Ash, Catalpa, American Elm, Silver Maple, Carolina Poplar, Lombardy Poplar, Weeping Willow 15-5 lt.) 2 (5-6 ft.) for \$1.00

Chinese Elm 14-5 ft.), Sugar Maple (4-5 ft.).....\$1.00 each



NEOSHO ROSES

1N

CHINA

(See Plate to Right)

CHINESE ELM (Ulmus Fumila) on glounds of the Frideral Fish Hatchery at Neosho, 6 ft. itall when planted in 1928. 11 ft. tall, 1% in diameter in July, 1930. Remarkable for resistance to deaught, to severe extermes all empecature, to insects and diseases; for its graceful beauty; for repidity of growth and for edaptability to different colle.



Double Flowers. Bloom all summer. Plant 30 inches apart. of (Mixed Colors)



Japanese Iris

HOLLYHOCKS



Postpaid

I FLOWERING S1.00

Red Vein. Pink flowers and purplish foliage. 2-3 ft.

Proceeding the price of these specially priced values are all exhausted. Look over all these fairs and decide what you want today!

I FLOWERING S1.00

A= 2 Spires Tiunbergl., 18-24 in.

Proceding Crimeon. Proceding

